

Lion Dairy & Drinks

1st

OUT OF 19 FOOD AND BEVERAGE MANUFACTURERS

71

OVERALL SCORE (OUT OF 100)

Domain	Weighting	Score
A Corporate strategy	10%	100
B Product formulation	30%	82
C Nutrition labelling	20%	72
D Promotion to children and adolescents	30%	55
E Product accessibility	5%	45
F External relationships	5%	67

0 20 40 60 80 100

Company score
Highest sector score

Areas of strength

- A| Corporate strategy** - Lion Dairy & Drinks highlights nutrition and health as a key focus area for the company, and aligns their approach with Australian government guidelines and priorities set out by the WHO. The company reports annually against nutrition and health objectives at the national level
- B| Product formulation** - Lion Dairy & Drinks has set clear, time-bound reformulation targets for the reduction of sodium, added sugars, fat and kilojoule content across the majority of its portfolio, and has set specific reformulation targets for children’s products. The company commits not to use any artificially produced trans fats in its products. Lion Dairy & Drinks is a participant in the Australian government’s Healthy Food Partnership
- C| Nutrition labelling** - Lion Dairy & Drinks commits to implement the Australian government-endorsed HSR system across all products in the company’s portfolio, and provides comprehensive online nutrition information for the majority of its products
- E| Product accessibility** - Lion Dairy & Drinks commits to transition a portion of its portfolio into a ‘healthier’ product category, and to work with retailers to position healthier products at the front of the store

Prioritised recommended actions for Lion Dairy & Drinks

- 1| Implement** a strengthened policy for reducing promotion of ‘less healthy’ products/brands that applies to children and adolescents (**up to the age of 18**), across all media channels, and includes all times/events when a large number of children/adolescents are likely to be exposed. Continue using government guidelines for classifying the healthiness of foods, and routinely report on compliance with the policy
- 2| Commit** not to sponsor sporting and community events that are popular with children/families using ‘less healthy’ products and brands
- 3| Limit** or reduce energy content per serving in relevant product categories (e.g., single-serve snacks/drinks)
- 4| Publicly** commit to only make nutrient content claims (e.g., “99% fat free”) on products that are classified as ‘healthy’ (using government standards for classifying the healthiness of foods in relation to health claims)
- 5| Strengthen** the company’s commitment to work with retailers to increase the prominence of healthier products relative to ‘less healthy’ products in-store, by expanding scope to include product placement throughout the store, and promotion in catalogues